



River District Open Streets Festival 2024 Sponsorship Opportunities

Yes, we are excited to sponsor the River District Open Steets Festival at the level indicated:

<input type="radio"/> \$2,500 GOLD Sponsor	<input type="radio"/> \$1,000 SILVER Sponsor	<input type="radio"/> \$500 BRONZE Sponsor
<ul style="list-style-type: none"> • Logo and sponsor highlight post on social media feed • Inclusion in Open Streets Festival media correspondence • Logo on event website with link to webpage • Event emcee recognition during the event at start, middle and end of the event • Social media messaging • Banner placement at event (max 3' x 6', supplied by sponsor) • 10' x 20' booth space at festival 	<ul style="list-style-type: none"> • Logo and sponsor highlight post on social media feed • Name listed on event website with link to webpage • Event emcee recognition during the middle of the event • Social media messaging • Banner placement at event (max 3' x 6', supplied by sponsor) • 10' x 10' booth space at festival 	<ul style="list-style-type: none"> • Name listing on event promo social media posts in description • Name listing on event website with link to webpage • 10' x 10' booth space at festival <p><i>Note: Reach out if you have questions about in-kind opportunities to support the Open Streets Festival.</i></p>

Custom sponsorship opportunities may be available, please contact Civic Thread for information.

Company/Contact/Payment Information:

Check enclosed (payable to WALKSacramento d.b.a. Civic Thread) and include "OSF Sponsorship" in Memo

OR Please Invoice and include "OSF Sponsorship" in Memo

Company Name _____

Contact Name _____

Address _____

City, State, Zip _____

Telephone _____

Email _____

Please submit the completed form to Civic Thread, 909 12th St, Ste 125, Sacramento, CA 95814 or email to contact@civicthread.org



River District Open Streets Festival Sponsorship Agreement

This Sponsorship Agreement (Agreement) entered into as of _____, 2024 by and between WALKSacramento d.b.a. Civic Thread (Presenting Organization) and _____, (Sponsor).

As part of this Agreement, the Sponsor has agreed to provide financial support to the Presenting Organization for the River District Open Streets Festival on Saturday, October 19, 2024.

1. Sponsorship Period. This Agreement shall commence on date of _____ and shall continue until October 20, 2024.

2. Sponsorship Fee. Sponsor shall provide payment in the amount of _____ to Presenting Organization, constituting the _____ Sponsorship level. Sponsor payment is due and payable upon execution of this Agreement.

Presenting Organization acknowledges and confirms that, unless otherwise stated in this Agreement, the Sponsor shall not be liable to the Presenting Organization or any other organization for any additional cost or expense other than the agreed Sponsorship Fee.

3. Presenting Organization's Obligations. In return for the Sponsorship Fee stated in paragraph 2, the Presenting Organization shall provide Sponsor with benefits (*refer to the Sponsorship Package Form*).

Presenting Organization may hire an outside event producer (Producer) to professionally manage the event and oversee Sponsor fulfillment.

If weather, or other circumstances beyond the control of the Presenting Organization or Producer cause the event to be cancelled, Sponsorship Fee will not be refunded. Presenting Organization and Producer are not liable for the failure of the event to take place due to weather, or other circumstances beyond their control.

4. Sponsor's Obligations. Sponsor shall, upon receipt of invoice, pay Presenting Organization the Sponsorship Fee as stated in paragraph 2. Sponsor agrees to abide by the Conditions/Policies established for the event.

5. Promotional Activities. Sponsor shall provide Presenting Organization with logos (high resolution jpg format) and grants the right to use Sponsor logos and website links for Sponsor fulfillment which may include website, banners, posters, flyers or other media forms used for event promotion.

Presenting Organization grants the right for Sponsor to use River District Open Street Festival graphics and website links for the purpose of promoting Sponsor's participation with the event.

Neither Presenting Organization nor Sponsor shall make any public statement in a manner which is or might be prejudiced or defamatory to the image and reputation of the other.

6. Termination. If full payment is not received as described in paragraph 2, Presenting Organization's obligations may be suspended until payment is received. Presenting Organization reserves the right to terminate this Agreement unilaterally if Sponsor fails to comply with any Sponsor obligations as set forth in the terms of the Agreement.

7. Indemnification and Hold Harmless. Presenting Organization, Producer or City of Sacramento are not responsible for lost, stolen or damaged equipment or merchandise or accident/injury to Sponsor, staff or visitors. Sponsor agrees to

indemnify and hold the Presenting Organization, Producer and City of Sacramento, their officers, directors, members, agents, employees and volunteers harmless from any and all claims, including costs and attorney’s fees, resulting from or arising out of Sponsor’s participation in the River District Open Streets Festival. The term “participation” shall include, but not be limited to promotion and the delivery, set up, display and removal of equipment, merchandise, structure and product displayed by Sponsor at River District Open Streets Festival.

8. **Amendments.** This Agreement may not be amended or modified unless made in writing and signed by both parties.

9. **Disputes.** If a dispute arises out of or relates to this Agreement, and if said dispute cannot be settled through direct discussions, the parties agree to first endeavor to settle the dispute in an amicable manner by mediation under the applicable mediation rules of the American Arbitration Association before having recourse in a judicial forum. The costs of mediation shall be borne by the losing party. In the event that mediation is unsuccessful, and either party brings legal action to enforce its rights under this Agreement, the prevailing party in that action shall be entitled to reasonable attorney’s fees and costs incurred both before and after judgment, in addition to any other relief to which such party may be entitled.

This Agreement shall be governed by the laws of the State of California. Jurisdiction and venue for disputes arising under this Contract shall be exclusively Sacramento County.

IN WITNESS WHEREOF, authorized representatives of the Presenting Organization and Sponsor have executed this Agreement on the dates below.

PRESENTING ORGANIZATION

SPONSOR

WALKSacramento d.b.a. Civic Thread

Kiara Reed
Executive Director
Date:

Print name: _____
Title: _____
Date: _____



River District Open Streets Festival (OSF) 2024 Booth Policy

- Standard booth space is 10' x 10'; super booth space is 10' x 20'. Location and unloading/loading instructions will be provided two weeks prior to the event.
- Booth may be occupied only by the business indicated in Application/Information unless approved in advance.
- **Running water, power or other individual utilities are not provided.** Booth signage should be legible.
- Exhibits must be completely set up no later than 11:00 a.m. OSF may deny access for late arrival. Exhibitors should allow extra time to avoid gridlock during set up.
- Exhibits must remain open until OSF concludes at 4:00 p.m. Exhibit area may not be left unattended. Access for loading will not be allowed prior to 4:00. Exhibit area should be clear by 5:00 p.m.
- Distribution of printed materials or other promotional articles is restricted to the Exhibit's assigned space. Attracting attention in an excessively loud or improper manner is not permitted.
- If weather, or other circumstances beyond the control of Presenting Organization and Producer cause the event to be cancelled, fees will not be refunded. Presenting Organization is not liable for the failure of the event to take place due to weather or other circumstances beyond their control.
- Exhibitor/Vendor may withdraw up until September 1, 2024 and receive 50% refund. All requests for withdrawal must be received in writing. Fees are not refundable after September 1, 2024.
- Exhibitors wishing to sell merchandise must provide a copy of its seller's permit.
- Exhibitors planning to sample or sell food products must comply with all County of Sacramento Environmental Health Department regulations and are responsible for securing permits if necessary.
- Exhibitors are required to carry liability insurance coverage (including automobile liability insurance for vehicles used for delivery of product and event equipment) naming Presenting Organization (WALKSacramento d.b.a. Civic Thread), Producer (WALKSacramento d.b.a. Civic Thread) and the City of Sacramento as additional insureds.

Presenting Organization, Producer or City of Sacramento are not responsible for lost, stolen or damaged equipment or merchandise or accident/injury to Sponsor/Vendor/Exhibitor, staff or visitors. Sponsor/Vendor/Exhibitor agrees to indemnify and hold the Presenting Organization, Producer and City of Sacramento, their officers, directors, members, agents, employees and volunteers harmless from any and all claims, including costs and attorney's fees, resulting from or arising out of Sponsor/Vendor/Exhibitor's participation in OSF. The term "participation" shall include, but not be limited to, the delivery, set up, display and removal of equipment, merchandise, displays, structure and product to their designated location.

I agree to and accept the River District Open Streets Festival Booth Policies: _____ (initial here)